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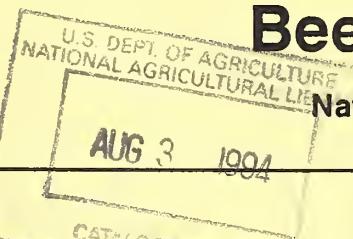
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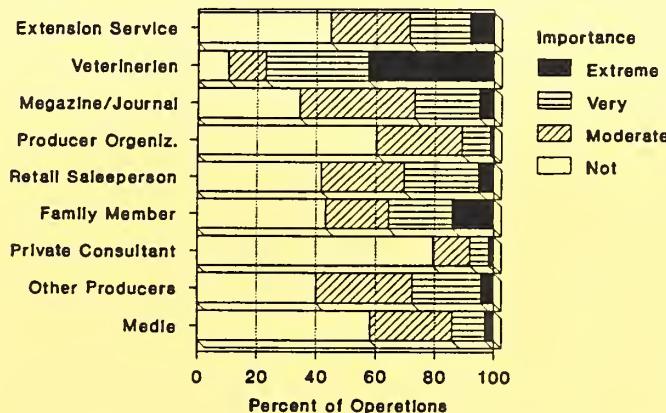


Information Sources for Beef Cow/Calf Producers

National Animal Health Monitoring System

Figure 1

Sources of Animal Health Information



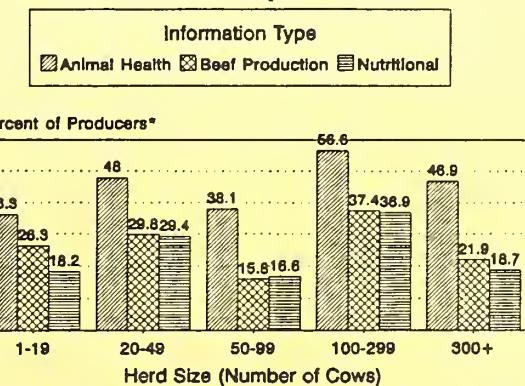
Cow/calf producers consider veterinarians their most important off-farm source of information on animal health, beef production, and nutrition, according to a recent study by the USDA's National Animal Health Monitoring System (NAHMS). Seven hundred and ninety-nine (799) randomly selected cow/calf producers were asked about information sources as part of the NAHMS Beef Cow/Calf Health and Productivity Audit (CHAPA). The 18 states involved in this part of CHAPA data collection represented 70 percent of the U.S. beef cow/calf operation.

Veterinarians were determined to be the most important source of animal health information in the swine and dairy industries in previous NAHMS studies. This was also found to be true for the cow/calf industry where 42.7 percent of producers classified practitioners as "extremely" important sources of animal health information (Figure 1). The next most popular source identified as extremely important was family members (14 percent).

Producers with herd sizes of 100 to 299 placed more importance on the veterinarian as a source of

Figure 2

The Veterinarian as an Extremely Important Source of Information by Herd Size



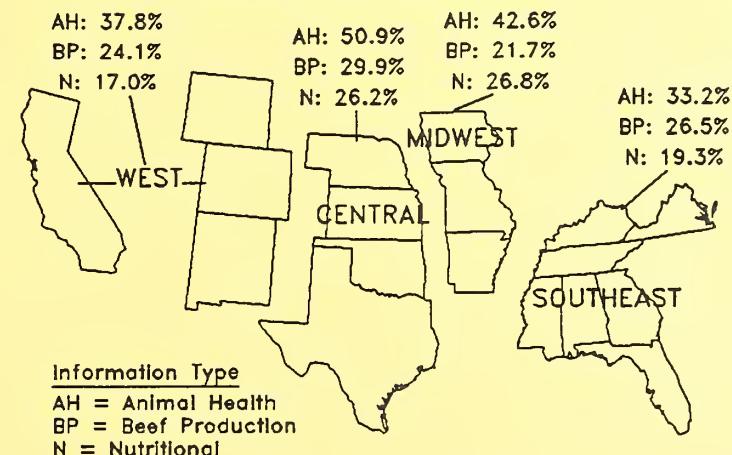
*Rated by producers as "Extremely" important vs. "Very," "Marginally" or "Not."

information (Figure 2). This trend was also true, for Cooperative Extension Service/university personnel and publications; beef and agricultural journals, family, and other producers.

Regional results in Figure 3 show that producers in the central U.S. put more importance on veterinarians as an animal health information source than producers in other areas.

Figure 3

The Veterinarian as an Extremely Important Source of Information by Region



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Figure 4 shows producers' top four sources of beef production information were veterinarians (26.8 percent), family (12.5 percent), Cooperative Extension Service/university (6.6 percent), and beef or agricultural magazines (6.6 percent). The larger the herd, the more importance was placed on nearly all sources of beef production information with the exception of retail salespeople. The only significant geographical variation was with the number of western region producers who placed higher importance on beef and agricultural magazines (12.8 percent identified them as an important source to the east).

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percent.)

In summary, veterinarians were viewed as valuable sources of beef production and nutrition information in addition to their traditional role as animal health professionals.

NAHMS collaborators included the National Agricultural Statistics Service (USDA), State and Federal Veterinary Medical Officers, and the National Veterinary Services Laboratories (USDA:APHIS:VS).

Figure 4

Sources of Beef Production Information

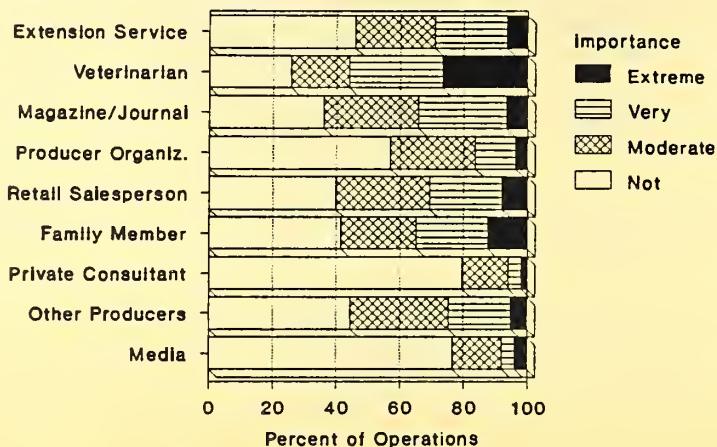
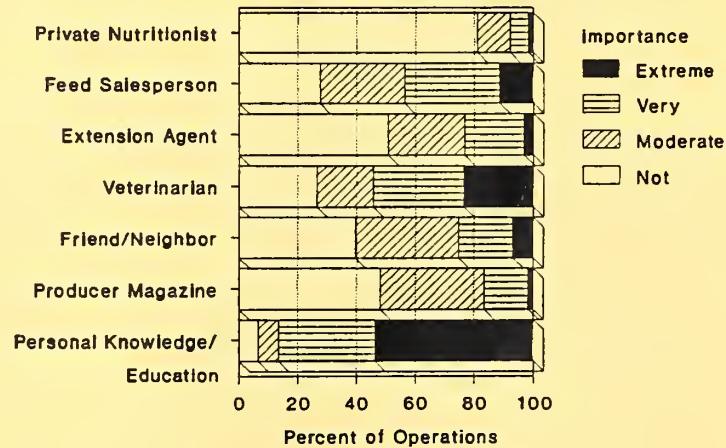


Figure 5

Sources of Nutritional Information



Other CHAPA information is available on the following topics: Branding, Injection sites, Facilities, Calf health, and Reproductive efficiency. For more information, contact:

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